

ELECTRICITY IS FAST SOLVING SERVANT PROBLEM



Electric Lighting FIXTURES

For Home-Building, Store or Factory Housewiring

E. Thoma

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WHY NOT YOU?

Is there any good reason why you should not have the comfort of an electric fan in summer, heating devices in winter, a vacuum cleaner, a toaster, an electric iron? They are inexpensive to buy and to operate. You spend their cost many times each year for less permanent, less needful things, simply because you cannot realize the worth of electric service in your home until you have actually tried it.

As for the wiring of your house—the cost is but a fraction of what it used to be a few years ago, because housewiring has become a science—skilled men can do the job better and in half the time it used to take.

Ask today for an estimate on wiring and fixtures—there will be no charge, no obligation connected with your getting these cost figures.

Hoeppner Elec. & Machine Co.

16 South Central Ave.

Phone 799

The Cost of Electrical Servants

BY GRACE T. HADLEY

Society of Electrical Development

Last spring the wife of a well-known writer sought to solve her servant problem by importing three colored workers from the sunny south. She paid them their fares to her home; then, finding them deficient in many things they should know, she paid to have them instructed in housewifery. After working for her about six months, they departed, cook, maid, laundress, one after the other, leaving their mistress entirely without help.

She promptly called the bureau for household help, but, alas, there was no help for her or for any one. "My dear Mrs. W——," exclaimed the manager, "I have a dozen places to one cook."

"If I had only a laundress," wailed the voice at the other end of the wire. "I might manage somehow." "I cannot even send you a laundress for the present. Her's teeth are plentiful compared with a good laundress in this community."

The next day the lady met an old acquaintance at the bank and into the sympathetic ears of Mrs. S—— she poured the tale of domestic service woes. Mrs. S—— conducts an efficiency kitchen and demonstration tea room in the community, but she was well posted about all new appliances.

"Of course," said Mrs. W——. "I know you specialize in foods, but could you not come out to my house and talk to me and my friends about labor saving appliances for the home? As long as we had servants to do all our work, we let them do it, and did not bother our heads much about the labor savers, but now when we have to do the work ourselves, why, that's a different story. Come and tell us how to make it easier."

When Mrs. S—— appeared before the dozen ladies assembled at Mrs. W——'s home, she had prepared facts and figures about the cost of modern equipment and the cost of servants. "Of course, I know that none of you is anxious to do your own work, but in these days of the increasingly difficult servant problem, many of you are being forced to do it."

"I am going to try to show you what equipment in the home will cost and how it helps to diminish the cost of living."

"Consider, please, the case of Mrs. W——, who imported three helpers from the south. About \$100 for their railroad fare and \$50 for their tuition after they arrived. Then the salary of the cook, \$20, plus \$45 for the maid, plus \$30 for the helper, include \$75 for the board of three persons and \$25 for wastage, and you have a total of \$225. For six months this would amount to \$1,350, plus the railroad and tuition, \$1,500. This was the cost of three servants to Mrs. W—— in six months."

Suppose Mrs. W—— were to invest largely in modern equipment for her home, it might run something like this:

Electric refrigerator	250
Electric range	150
Electric washer	140
Electric ironer	160
Laundry irons (2)	12
Vacuum cleaner	50
Small sewing motor	35
Dishwasher	40
Electric fans (several)	40

Extra wiring 75
Total \$1,082
Interest on the investment at 5 per cent would be about \$ 65
There is one important point to be remembered right here, and that is that after the equipment is once purchased and installed it is ready for years of service with only a small outlay for repairs, insignificant beside the continual upkeep of, say, three servants.

"Have you any definite comparisons to give us regarding cost of equipment and one helper?" inquired Mrs. W——. "Yes," said Mrs. S—— with conviction. "Here are the facts about a family of five who were able to obtain a reliable laundress, invested in an electric washer and ironer."

She then made a comparative statement of the actual cash cost of equipment vs. the laundress.

Comparing the figures below it will be seen that the washer and ironing devices pay for themselves in 14 months. They are great savers of time and strength to the housekeeper who has to do her own work.

"Well, all this is very interesting," remarked a recent bride, "but I frankly admit that my husband is getting only a moderate salary and that we cannot invest heavily in such equipment, much as I would like it."

"Now then," continued Mrs. S——, "I want to tell you about a plan for financing electrical purchases for the home, a plan so simple, easy, and dignified that the young people who are just starting in housekeeping may avail themselves of such equipment as they may need at the outset."

"This plan places at your command a businesslike and economical method of purchasing household labor savers by making a comparatively small cash payment and a number of monthly payments. You may ask, 'How does this differ from the usual installment plan of buying house furnishings?' A merchant selling household goods on such a plan usually adds quite a bit to the selling price of his merchandise, and one generally pays more in the end than when paying cash."

"Under the plan I refer to you can buy necessary electrical equipment for your home at the cash price in easy payments with a small sum down, plus a modest charge to cover interest and insurance on the equipment. This is just a plain everyday business transaction. In fact, it is exactly what big companies often have to do in order to finance their affairs."

"Suppose that a firm sees the necessity of installing modern electrical equipment in its factory. This may require some outlay of capital which the firm may not have in reserve. It is therefore necessary to go to a bank to borrow money in order to finance the purchases. The bank after assuring itself of the borrower's standing and ability to pay, advances the money, taking a note and a promise to pay within a stated time, and charges interest for the use of the money. With some slight modifications this is what happens if you avail yourself of the services of the new plan."

"You make a small initial payment. Delivery is made at once to you home of the cleaner, washer, portable sewing machine, dishwasher, or other appliance. At the time you make your first payment you sign what is known as a retail trade acceptance for the unpaid balance. You also sign a lien agreement whereby the company retains title to the appliances until the trade acceptance has been fully paid for."

"Having made your initial payment and signed the trade acceptance and lien agreement, you make your monthly payment direct to a certain designated bank in a manner most convenient to you, by check, mail order, express order or in person. When all payments have been made the trade acceptance and lien agreement are canceled and returned to you. The appliances are entirely yours and, best of all, the payments have been made without any strain on the sinner's purse."

SERVANT PROBLEM BEING SOLVED BY ELECTRICAL MEANS

The housekeeper should not begrudge herself the tools of her trade. It is one way to solve the servant problem—to equip the workrooms of the house, the pantry, the kitchen, the laundry with labor-saving devices. The electric dishwasher, the washing and ironing machines, the electric vacuum cleaner which cleans carpets, rugs, draperies without raising dust that has to be wiped off again, are among the chief labor savers.

Household appliances should fit naturally into one or more of the following classes: Labor savers, time savers, step savers, drudge emancipators.

In doing house cleaning the new way a good electric cleaner is made to pass over the rugs or carpet in rapid succession, the finishing touch to floors being given with a dustless mop. Since the cleaner gets all the dirt and absorbs it instead of scattering it, the modern housewife is emancipated from the hard work of dusting. Empty the dust bag after cleaning.

A story is told of the housewife who asked a salesman about her good cleaner. "Would not work," he arrived at her home and examined the cleaner he found the dust bag so full of dirt that the cleaner could take up no more. "Why didn't you empty the bag?" he asked, suiting action to word. "Your advertising said it would eat dirt," responded the young housewife. "Yes," said the salesman, "it doesn't say the cleaner will digest dirt."

HORSE FOLLOWS HIS MISTRESS TO GRAVE
LONDON—"Daffodil," a blooded horse, was shot here in accordance with the will of his mistress, Mrs. J. W. Martindale. Mrs. Martindale wrote, "If I die have the horse follow me."

NEWSPAPER SAYS IRISH WOULD FIGHT ANYWAY
LONDON—"What would happen if Ireland were free," is the headline on a newspaper article here that decides that the Irish would fight among themselves. The Irish love to fight."

Of the 242,695 men in the army on January 20 last, 192,363 were in the United States.

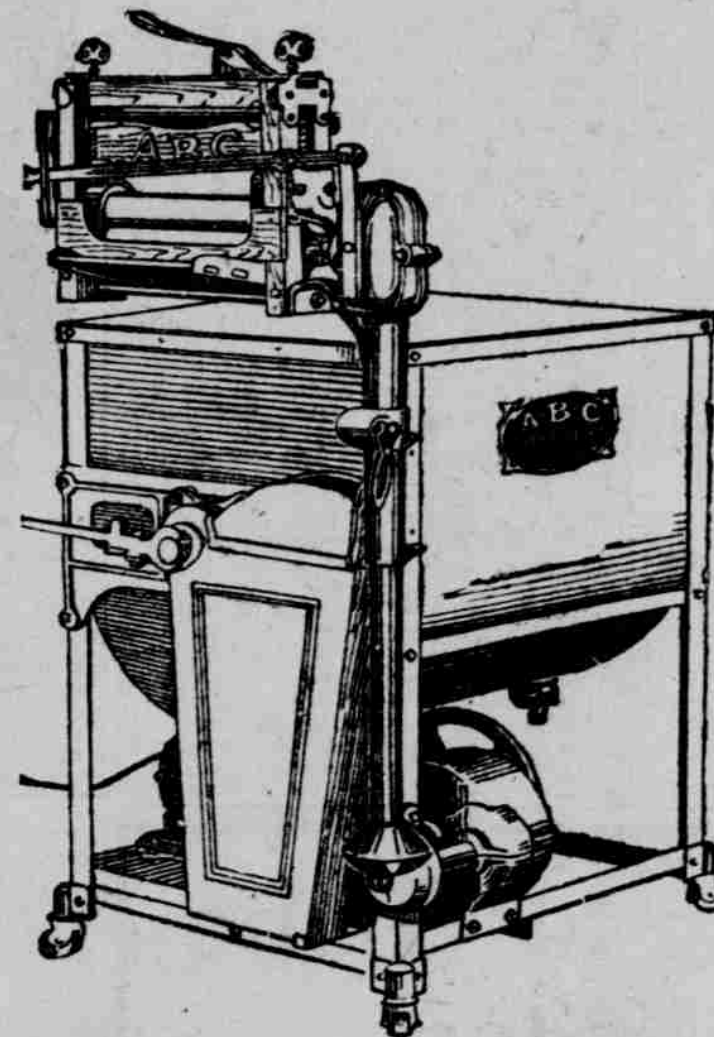
DON'T YOU THINK

it is about time to tell us that you are ready to have us come out and do your weekly washing for you?

WE'LL DO IT FREE TOO

and we will do it with an

A-B-C WASHER



Phone 3531 for a Free Demonstration Phone Today

You can practically pay for it as you like. Ask Us.

"You've got to like it or you can't keep it"

Arizona Electric Appliance Co.

Clyde I. Allee

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Phone 3531

"Saves Us A Hired Girl"



That's what the Thor is doing in thousands of homes. It solves the problem of hired help.

On account of the rising cost of help, thousands of housewives who used to hire a laundress have been forced to turn to the Thor—and the Thor has never failed them.

The Thor does a good sized washing in an hour—washes the clothes spotlessly clean—saves wear on them—and requires no hired help.

Better Get a THOR Before Next Wash Day!

Thor

Electric Washing Machine

TESTED AND APPROVED BY GOOD HOUSEKEEPING INSTITUTE

\$10⁰⁰ Brings You a THOR—Balance in Small Monthly Payment
But be sure it is a Thor—the machine that has no belts to break—or slip—or catch your clothes; the machine with the Wooden Revolving Cylinder, combining the utmost cleanliness with the least wear possible on the clothes.

SELF CLEANABLE!

WASHES ITSELF AS IT WASHES CLOTHES ALWAYS SWEET AND CLEAN

Come in and See a Demonstration Start This Week Right—with a THOR!

PHONE 4436

New State Electric Supply & Fixture Company

PHONE 4436

228 W. WASHINGTON ST.



The following is an actual experience of a Blue Bird owner

Grandmother Washes the Blue Bird Way

Grandmother has a large family and a large weekly wash. Eight people live in the house: Grandmother, Grandfather, one daughter, four sons, and a little grand-daughter.

The weekly wash is particularly big because one son works in the shipyards, the little girl likes to make mud-pies, and each one of the eight wants plenty of clean clothes and linen.

Grandfather helps on washdays. In two hours he, Grandmother and Blue Bird do the washing and the wringing. When it is finished neither he nor she is tired, and Grandmother says that the clothes are

cleaner and whiter than they were when she washed them by hand on a rub-board.

She and Grandfather are so enthusiastic about Blue Bird that several of their neighbors have bought it on their recommendation.

You can see Blue Bird at work daily at our store. If you prefer to see it in your own home, we shall be glad to send Blue Bird to you, with a demonstrator, to do your washing.

This will be free of charge, and will place you under no obligation to buy.

Blue Bird
ELECTRIC CLOTHES WASHER

THE BLUE BIRD STORE

John T. Urner

43 W. ADAMS ST.

J. H. Berry

Bakersfield, Calif.

Two Permanent Stores

Phoenix, Ariz.